

TRADEMARK ASSIGNMENT

Electronic Version v1.1
 Stylesheet Version v1.1

SUBMISSION TYPE:	NEW ASSIGNMENT		
NATURE OF CONVEYANCE:	ASSIGNS THE ENTIRE INTEREST AND THE GOODWILL		
CONVEYING PARTY DATA			
Name	Formerly	Execution Date	Entity Type
PEPSICO, INC.		03/12/2009	CORPORATION: NORTH CAROLINA
RECEIVING PARTY DATA			
Name:	TROPICANA PRODUCTS, INC.		
Street Address:	1001 13TH AVENUE EAST		
City:	BRADENTON		
State/Country:	FLORIDA		
Postal Code:	34208		
Entity Type:	CORPORATION: DELAWARE		
PROPERTY NUMBERS Total: 1			
Property Type	Number	Word Mark	
Registration Number:	2993364	DRINK YOUR FRUIT TODAY	
CORRESPONDENCE DATA			
Fax Number:	(914)253-3331		
	<i>Correspondence will be sent via US Mail when the fax attempt is unsuccessful.</i>		
Phone:	914-253-3443		
Email:	LORI.BARNETT@PEPSI.COM		
Correspondent Name:	PEPSICO, INC.		
Address Line 1:	700 ANDERSON HILL ROAD		
Address Line 4:	PURCHASE, NEW YORK 10577		
NAME OF SUBMITTER:	ASSISTANT SECRETARY		
Signature:	/elizabeth n bilus/		
Date:	03/13/2009		

CH \$40.00 2993364

Total Attachments: 1

900129251

**TRADEMARK
 REEL: 003952 FRAME: 0224**

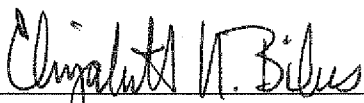
ASSIGNMENT

WHEREAS, PEPSICO, INC., a corporation organized and existing under the laws of the state of North Carolina, with offices at 700 Anderson Hill Road, Purchase, New York 10577 ("Assignor"), is the owner of the following trademark (the "Mark"), now registered in the United States Patent and Trademark Office:

<u>Trademark</u>	<u>Registration Number</u>	<u>Registration Date</u>
DRINK YOUR FRUIT TODAY	2,993,364	September 6, 2005

WHEREAS, TROPICANA PRODUCTS, INC., a corporation organized and existing under the laws of the state of Delaware, with offices at 1001 13th Avenue East, Bradenton, Florida 34208 ("Assignee"), is desirous of acquiring said registered Mark.

NOW, THEREFORE, for good and valuable consideration, receipt of which is hereby acknowledged, Assignor hereby assigns to Assignee all rights, title and interest in and to the Mark together with the goodwill of the business symbolized by the Mark and the above-named registration therefore, and with all claims arising out of or relating to the use or ownership of the Mark.

By: 
Elizabeth N. Bilus
Assistant Secretary

PEPSICO, INC.

Dated: 3-12-09